GOVERNMENT OF INDIA
STEEL
LOK SABHA

UNSTARRED QUESTION NO:5533
ANSWERED ON:24.04.2001
DEMAND FOR STEEL MATERIAL IN THE RURAL MARKET
BHAVNA DEVRAJ CHIKHALIA

Will the Minister of STEEL be pleased to state:

(a) whether SAIL has engaged Institute of Rural Management, `Anand` to undertake a study to assess the trend of demand for steel material in the rural market;

(b) if so, the details of the report of the study;

(c) whether the SAIL propose to set up rural service centres to make available the steel items; and

(d) if so, the State-wise details thereof and if not, the reasons therefor?

Answer

THE MINISTER OF STATE FOR STEEL (SHRI BRAJA KISHORE TRIPATHY)

(a)to(d): As a part of the strategy to tap the potential rural market, SAIL has engaged Institute of Rural ManagementAnand (IRM) to undertake a study to assess the current trend of demand for steel material in the rural market segment in the states of Gujrat, Maharashtra & Rajasthan. IRM are also required to suggest, interalia, specific marketing actions and to assess the need to promote the concept of service centres.

Institute of Rural Management, Anand is yet to submit its report.